



“Making Your Storefront Work for You”

A **FREE** workshop
Sponsored by
Town of Framingham
Planning and Economic Development Division

Wednesday June 14th 2006
6:30-8:30 p.m.
Framingham Public Library
49 Lexington Street
J Program Room

Storefront displays tell potential customers what to expect to find inside your store in a matter of minutes. Learn how to convert passersby into customers.

The free workshop will provide participants with an introduction to branding and signage, and teach the following:

- **the importance of storefront presentation**
- **the “do’s” and “don’ts” of window marketing**
- **various low and no cost, easy to implement marketing ideas**

Four local expert consultants from AP Associates, CS Designs, and Retail Concepts will lead the presentation which includes a one-hour workshop followed by a one-hour question and answer session with the consultants.

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If you would like more information please contact Karen Hayes at
(508) 532-5455 or kjh@framinghamma.gov